

A Business Plan of Tie-the-Knot Wedding Planning Agency  
in Sto. Entiero, Angeles City

Prepared by:

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## **EXECUTIVE SUMMARY**

Tie-the-Knot wedding planning agency is a full service wedding event planning, coordination, consultation and management company. It is a business planned by a group of students in Holy Angel University that aims to help people deliver a stress-free wedding planning experience. Tie-the-Knot offers exceptional wedding planning services. Its services range from event conceptualization up to guest management. The business will cater different packages that will provide the unmet needs of the clients.

A research was conducted about the industry and determined the business' strengths, weaknesses, opportunities and threats (SWOT) of its management/organizational, marketing, financial, and production aspects. Problems had been identified and recommendations were made. For the implementation of the recommendations, a plan of actions was crafted.

## I. INTRODUCTION

### INDUSTRY ANALYSIS

Planning birthdays, weddings, or any occasions celebrated, is not an easy task. Due to hectic schedules, people can't focus and organize the event smoothly without the help of a professional one. Event planning is one of the in demand business in this generation. These days, customers hire event planners to help them decide and choose what activities to do during the event.

According to the US Bureau of Labor and Statistics, demand for Event Planners is expected to rise 44% between 2010-2020. ("Meeting, Convention, and Event Planners", 2016) Thus, starting up this kind of business has a greater chance of having an increase of potential customers.

"Wedding planners bring to life the dreams and desires of couples, alleviating them of the burdens of planning so that they can enjoy their big day". ("Careers in Demand: Event Planning Among Top Cool Jobs to Pursue", 2016) Weddings are the most planned and celebrated among all occasions. There are a lot of preparations that need to be take care of, where in fact, the bride alone cannot organize. "Weddings have grown into an important part of every cultural tradition around the world. As weddings have become more important, brides have become accustomed to feeling to need to make their weddings perfect." (Ruonala, 2013)

According to the Philippine Commission on Women's website, based on the Census of Population on Housing (CPH) conducted by the National Statistics Office (NSO) 45.3% of the total population of the Philippines (total population is 102,000,000 persons as of 2015) were married. Among the married population, 36.7% hire wedding planners to collaborate with them on their plans regarding their wedding.

Millions of pesos are spent every year on weddings and receptions. Almost everyone will eventually get married that is why everyone is a potential client. Tie-the-Knot Wedding Planning Agency was built to help soon-to-be married couples organize their wedding from planning, meetings, designing, conceptualizing from day one until the wedding day.

All graphic designs, wedding photos, videos and other creative works in the company can be protected by registering the original works under the Intellectual Property Code of the Philippines or Republic Act No. 8293. This law will protect the original works from copyright infringement or the act of copying, using and claiming the work without the permission of the owner.

Tie-the-Knot is a full service wedding event planning, coordination, consultation and management company. Its services range from event conceptualization, consultation through the actual orchestration of the affair, sourcing and canvassing of suppliers, guest management and all other details.

## BUSINESS PROFILE



### **TIE-THE-KNOT WEDDING PLANNING AGENCY**

*"We don't just do wedding events, we're married to it"*

EMAIL: [tietheknotph@gmail.com](mailto:tietheknotph@gmail.com)

WEBSITE: [www.tietheknot.esy.es](http://www.tietheknot.esy.es)

ADDRESS: Sto. Entiero, Angeles City

Tie-the-Knot is an event planning agency specifically for wedding occasions. It offers planning services and products every wedding need. It is also partnered up with different businesses that will help provide customers' needs regarding their wedding whether it is a civil or a church kind of wedding.

It is established as a sole proprietorship business owned by Ms. Rio Gonzales. She has enough capital to start a business worth Php xxx,xxx.xx of investment. Tie-the-Knot will be located at the heart of Angeles City, on the ground floor of a commercial building in Sto. Entiero, Angeles City, Pampanga.

Tie-the-Knot will cater its products and services to soon-to-be-married couples and also couples that will celebrate their silver/golden anniversaries. It offers different packages suitable to every client's needs. It creates innovational ideas to deliver a unique scheme for an event while saving our client's valuable time and money. Tie-the-Knot aims to make every wedding a special and memorable event. Our primary goal is to be a successful wedding planning agency, not just by making the business consistently profitable but also gaining the trust of our dear customers.

Tie-the-Knot differs from other wedding planning business because it offers live stream during the event, a dynamic website invitation where the invited guests can confirm whether they will attend the wedding event or not. Then a list of guests will be generated and stored in the database. When confirmation is done, Tie-the-Knot's web developer will send the official list to the event coordinator. For those invited guests who didn't attend, they will receive an email about the highlights of the wedding event and the link of the album where the videos and photos are posted. Tie-the-Knot came up with this idea to make people closer and connected even without the physical presence.

### **A. Mission**

Tie-the-Knot's mission is to provide clients with the most amazing event planning and decoration services and promises to make any event their most memorable event. With a team of young, creative and dedicated professionals, Tie-the-Knot create brand new ideas that can be an edge with competitors. By utilizing the latest trends and keeping in track with the needs of the market, Tie-the-Knot strives to be the best

choice of clients by helping to ease their event planning burden and implement the perfect event experience that clearly communicates client's vision and exceed their goals. Through consistent and professionalism of the team, Tie-the-Knot will ensure a worry and hassle-free event at a reasonable price.

## **B. Goals**

Tie-the-Knot's goals for the first year of operations are:

- Become one of the known and best weddings planning agency in Pampanga.
- Turn in profits for the first two months of operations.
- To compete among top wedding planning businesses among the area
- To become the pioneer wedding planning agency that integrates web development as part of their planning services.

## **C. Permits and Licenses**

- DTI Business Name (BN) Registration Certificate
- Barangay Clearance
- BIR Certificate of Registration
- Mayor's Permit
- SSS Employee's Registration
- PhilHealth Employee's Registration

The business will be registered as a single proprietorship with Department of Trade and Industry under the trade name "Tie-The-Knot" with Rio Gonzales as

registered owner. Requirements of Bureau of Internal Revenue shall also be complied with such as obtaining of BIR Form 2303 (Certificate of Registration), Ask for Receipt Notice Certificate, filing and one-time payment of Documentary Stamps (BIR Form 2000), payment of Annual Registration covered by BIR Form No. 0605 and monthly filing of percentage taxes covered by BIR Form 2551M. Regular employees shall also be covered by SSS and PhilHealth.

## **HISTORY**

Lots of brides and grooms would like to plan their own weddings and skip hiring a professional planner of any kind, but that is not practical often times. Most people know how much work and effort goes into organizing fabulous events such as weddings.

In April 2016, a group of students in the subject YENTREP, a subject in Entrepreneurship, was formed because of their equal passion for arts and design and will to finish the subject obtaining a high final grade was tasked to come up with a business that will showcase their skills and integrate their specialization they are currently taking. Their leader's passion for management, organization, design and previous experiences in planning and coordination of corporate events as well as personal events of friends and family made her think to put up a wedding event planning business which is now called Tie-the-Knot. The members' enthusiasm in planning and creating innovative ideas, the business name was formed because the "knot" serves as a resemblance of a wedding event.

Meanwhile, the business' slogan "We don't just do wedding events, we're married to it", Tie-the-knot wanted to show the passion for doing event planning and the team are committed to their work.

## II. BUSINESS FUNCTION / ASPECTS

### Management/Organizational Area

#### A. Ownership and Investment

Tie-the-Knot is owned by Rio Gonzales under single proprietorship type of business. The proponent has enough capital to start the business with the total investment of Phpxxx,xxx in the form of equipment, legal and insurance expenses, pre-paid expenses and other start-up expenses.

#### B. Organizational Structure

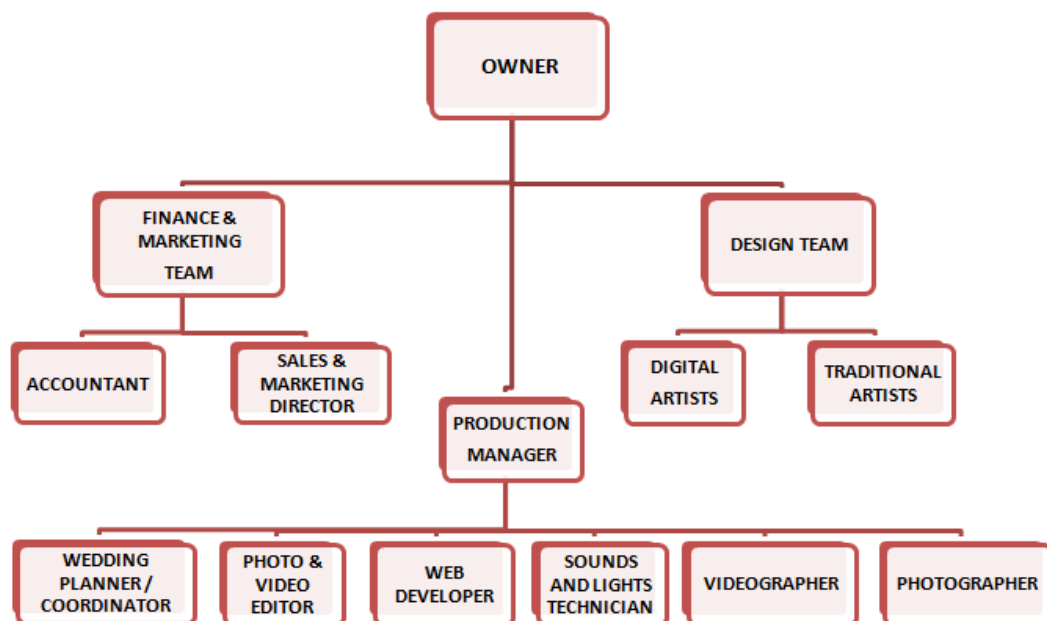


Figure 1: Tie-the-Knot's Organizational Chart

Tie-the-Knot is a 7-man team divided into 3 groups; financial and marketing team, design team and planning and production team. Each department has an assigned manager who will be responsible in making updates, reports and helping the CEO/Owner manage the three departments. The Chief Executive Officer/Owner of the company will be responsible for managing the business itself, in coordination with the finance and design and planning and production department.

Under the Finance and Marketing, there will be an Accountant and Sales & Marketing Director. The Accountant is responsible for internal auditing for the sales of the company. The Sales & Marketing Director will analyze the generated sales every month, create the yearly sales forecast, and in charge making effective marketing strategies for promoting the company.

The design department which includes the traditional and digital arts will be in charge with the overall aesthetics of the event. This consists of the handicraft artists, layout artist, graphic designers, photo and video editors and web developer. The graphic designers are assigned to make the digital version of invitations and souvenirs, while the web developer will design, develop, update and maintain the website of the company. This department will also be in charge with the products the business will produce on the process.

In the planning and production department team of Tie-the-Knot, there will be event coordinators, photographers and videographers, and lights and sound technician. The team will serve as the representative of the company as they turn out the plan into a successful event. The event coordinator's main role is to communicate with the client, record the list of things the client wants/needs and collaborate with the team to produce big ideas and accomplish all tasks listed as planned. Photographers and videographers will be working during the wedding event to capture and preserve moments. The lights and sounds technician will be in-charge of establishing the mood of the event using lights and sound manipulation and mixing.

### C. Job Description

POSITION	SKILLS	EXPERIENCE	QUALIFICATIONS
Wedding Planner / Coordinator	Project Manager. Excellent verbal and non-verbal communication skills	With at least 2 years of job experience in the said position.	Finished a 4-year course related to project management and planning. Has basic knowledge on Microsoft Office.
Artist/Designer	Knowledgeable in both Traditional and Digital arts	With at least 2 years of job experience in the said position.	Finished a 4-year course related to Arts and Design. Knowledgeable on using design software such as Adobe Photoshop and Adobe Illustrator. Flexible with different design concepts. Knows how to do traditional arts like drawing and painting.
Photographer / Videographer	Knows the advanced principles of Photography and Videography	With at least 2 years of job experience in the said position.	Finished a 4-year course related with Photography and Videography. Knowledgeable on using post processing

	Knowledgeable in post processing photos and video editing		techniques and software such as Adobe Photoshop, Adobe Illustrator and Adobe Lightroom. Able to use different video editing software such as Premiere Pro and After Effects.
Sounds and Lights Technician	Knows different lighting setups and capable of sound/music mixing	With at least 2 years of job experience in the said position.	Finished a 4-year course Attended at least two workshops regarding lights and sound mixing. Knows how to use a mixer and different sound mixer software.
Web Developer	Responsible in creating the wireframes, mockup design and develop the design into a working website.	With at least 2 years of job experience in the said position.	Finished a 4-year course related to Web Development/ Programming. Knowledge in using different programming languages such as HTML, CSS, PHP and MySql

#### D. Employees

Tie-the-Knot's employees are highly knowledgeable about their expertise:

Employee	Credentials
Rio Gonzales	Rio is the owner, designer and wedding planner/coordinator and the Marketing director of Tie-the-Knot. She is 18 years old, taking up Information Technology Major in Animation at Holy Angel University. She took classes in Management, Quality Consciousness and Control and

	<p>Project Management. She has a broad experience in planning and managing. She became the producer and host on their class talk show that served as their final requirement in the said subject. She also took classes in photography and subjects related to post processing, graphic layout and design and video editing. She attended multiple workshops regarding photography and film making.</p> <p>Rio is a freelance event photographer. She also practice traditional arts like drawing, sketching, painting and calligraphy art.</p>
Raquel Deang	<p>Raquel will be Tie-the-Knot's web developer, T.A. (Traditional Arts) Designer and also a Wedding Coordinator. She is 19 years old, taking up Information Technology Major in Web Development. She gained her skills through the classes she took like Advertisement and Publications, Project Management, System Analysis and Design and Web Development subjects. She is currently a</p>

	front and back-end developer of a portal for a college department and press officer at an organization.
Patrick Orquiola	Patrick Lee is the graphic designer and light & sound technician of Tie-the-Knot. He is 22 years old, taking up Bachelor of Science in Information Technology Major in Animation at Holy Angel University. He is a traditional and digital artist with a huge passion for arts and design. He prepares in every work that needs to be accomplished by gathering information and materials. He creates visual concepts, by hand or using computer software, share ideas that inspire or captivate the eye of clients and develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.
Jonell Rodriguez	Jonell will be Tie-the-Knot's production manager. He will be in-charge with photography and videography services and also with editing and post processing of outputs. He is 19 years old studying his third year in Information and Communications Technology major in Animation. He took

	<p>classes in photography and videography. He mastered software used in editing photos and videos during classes related to it. He takes photos and videos during events and now practicing street photography. He is also a layout artists, he designs and layout business cards, invitations, magazines and albums.</p>
Roldan Ocampo	<p>Roldan will be the company's Photographer and Videographer. He is 19 years old studying his third year in Information and Communications Technology major in Animation. He attended the workshop of "Jason Magbanua" in Manila last month. He works at Mayad Studios. Roldan always use his experience in every shoot or event.</p>
Christian De Guzman	<p>Christian is one of the photographers and videographers in the company. He is 19 years old studying his third year in Information and Communications Technology major in Animation. His expertise in graphic design and layout will contribute to company's success. He also layout posters, business cards, invitations and other creative work.</p>

## E. Salary

Employees are paid on a commissioned per client basis in order to minimize the fixed operating expenses. For each job order, a minimum and maximum amount of commission shall be set for each staff on call basis. Meanwhile, regular staff assigned to Accounting and Marketing shall earn the usual basic pay.

## F. SWOT Analysis

The following are the strengths, weaknesses, opportunities and threats of the business in terms of organizational function:

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>▪ Full control over the business</li> <li>▪ Highly competitive and creative employees</li> <li>▪ Business reputation of being innovative</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of management expertise</li> <li>▪ No substitute workers</li> <li>▪ Limited number of labor force</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>▪ Expansion of business in different location</li> <li>▪ Research and Development</li> <li>▪ New job positions due to market trend</li> </ul>	<ul style="list-style-type: none"> <li>▪ Popular Competitors</li> <li>▪ Lack of experienced applicants</li> <li>▪ Former employee shifting to a direct competitor</li> </ul>

## **Marketing Area**

Tie-the-Knot offers essential products and services needed on wedding events. Invitation and souvenir making are their main expertise. Tie-the-Knot is flexible with whatever the design the customer wants from vintage to modern designs. Tie-the-Knot offers creative and unique designs. There are available designs that are displayed and designs printed out on a catalogue that is all available for customers to choose from.

Tie-the-Knot is also an agency that collaborates with other businesses in order to meet their customer's needs, businesses related to flower arrangement, customized wedding cakes, catering services, hair and make-up services and bridal car rentals.

### **A. Target Market**

Tie-the-Knot will focus its marketing activities on church goers that are inquiring for the church's available wedding dates, Holy Rosary Cathedral, Carmelite Monastery and Apo Church are the major churches near the shop along with chapels in the barangays near the shop's premise. It will also focus on government establishments that process marriage contracts.

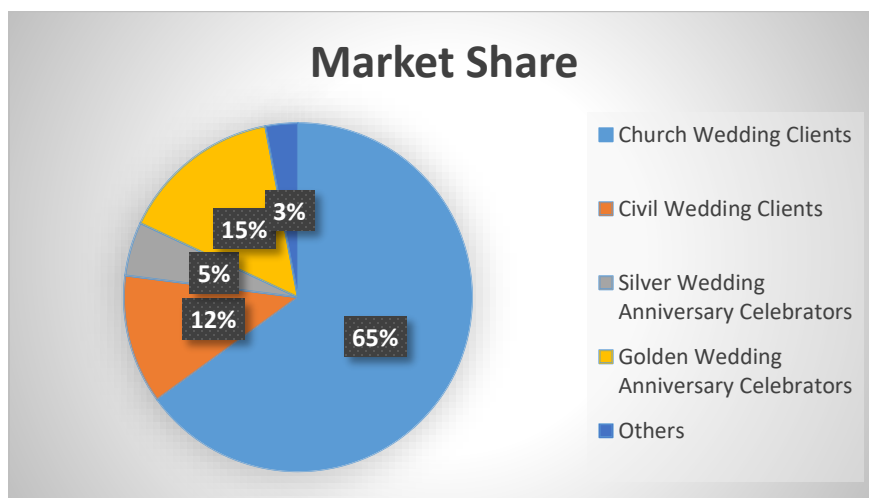
Tie-the-Knot will not just accept services within Angeles City, it will also accept services and entertain clients within the Philippines but additional charges for the transportation may apply.

## B. Market Share

Tie-the-Knot's customer's market share has four major potential clients; church wedding clients, civil wedding clients, silver wedding anniversary celebrators and golden wedding anniversary celebrators.

The chart below outlines the total market potential (in number of customers' percentage) in Pampanga.

**Chart:** Market Share (Pie)



### C. Customers

Majority of Tie-the-Knot's customers will be future newlyweds that want to make their wedding extra special and memorable by hiring a group of professional planners to organize their wedding whether the wedding will be civil or will be held at a church or anywhere the client wants. Another set of customers will be old couples that plan to re-wed as a celebration of their long long-lasting marriage. Silver and Golden wedding anniversaries are often celebrated through a wedding for the second time around or what others call "renewal of vows".

### D. Product

Tie-the-Knot offers five main packages for their clients; Intimate Bridal Package, Prime Bridal Package, Classic Bridal Package and Grand Bridal. Other packages may soon be added after a year of the company's stable income.

See Appendix B for the detailed services, upgrades and add-ons.

**Table:** Wedding Packages

<b>Wedding Packages</b>
A. Intimate Wedding Package
B. Prime Wedding Package
C. Classic Wedding Package
D. Grand Wedding Package

### E. Price

Tie-the-Knot's packages differ in price depending on the services the package includes. Additional fees may be applied on; guest add-ons, additional services, service upgrades and other requests made by the client. See Appendix B for the detailed services, upgrades and add-ons price list.

#### **F. Place**

Tie-the-Knot will be located at the ground floor of the commercial building at Sto.Entiero St. Angeles City (near Angeles City Library). The owner has secured a one year lease of the 50-square meter premises previously occupied by a printing press. The lease contract has an option of renewal for two years at a fixed rate that will be executed depending on the financial strength of the business.

The proposed site is located within the area of several schools, churches, malls and other establishments. It is located along a major road in Angeles City which is very visible to every person in a near distance. Everyone is a potential client that is why the shop will be designed to catch the eye of every one that passes by. See Appendix D for the location's map, floor plan and 3D model.

#### **G. Promotion**

Tie-the-Knot will use tarpaulins, posters and fliers utilize customer referrals and cross-promotions with other businesses in the community in order to build up its client base. Social Medias such as Facebook, Twitter and Instagram will also be used to

post up advertisements regarding the packages it offers. Tie-the-Knot will also establish a website which encompasses a list of wedding themes, sample works, rates and contact information for inquiries. Tie-the-Knot will also partner up with local radio stations to endorse the wedding planning agency.

Tie-the-Knot will conduct a motorcade for the first month of its operations to make people familiarize the name of the wedding planning agency. There will also be a web page on every social media sites that will be administered by the project manager and owner which will be active during operating hours. (Operating hours will be from 10am-5pm from Monday to Saturday; Sunday operations are made by appointment)

Tarpaulins will be posted and fliers will be given away near churches, government establishments, malls and other business establishments near the vicinity and around Angeles City.

Nowadays, websites are primarily used as a marketing tool to promote any business or company, because millions of people browse the Internet to find the product or service they want. Establishing a website will allow the potential customers to find Tie-the-knot as one of their choice for event planning agency. Through creating web pages that are direct, easy to access and can be viewed to any devices, this will attract the potential customers to inquire and contact the business.

Aside from the marketing and/or promotional tools, Tie-the-knot will also collaborate with other companies that are associated with event planning and will supply products and services for the event, such as caterers, florists, equipment rental companies, hotels, photographers, etc.

## **H. Competition**

Tie-the-Knot assures clients to provide high standard services and quality products. In which products are carefully crafted by professional artists that are guaranteed unique, creative and most certainly original. Tie-the-Knot's artists believe that "every detail matters" that is why Tie-the-Knot's products reach beyond the client's expectations. Tie-the-Knot exceeds competitors because it uses materials that came from an establishment that helps handicapped people/persons with disabilities (PWD) by giving them 10% of its profit. The raw materials used are all proudly Philippine made. Tie-the-Knot does not just help PWDs but also support and endorse the use Philippine products.

Communication is essential. Tie-the-Knot's competitive edge is that all employees are all trained to entertain and be approachable to all sorts of customers they encounter and be courteous on every possible circumstance. Establishing a good affiliation with customers will make an event successful and will also help increase customer referrals. Tie-the-Knot has the ability to have a deeper relationship with the customer that will make them comfortable to discuss their suggestions and enhance whatever is on task.

**Table:** Competitors around Angeles City

<b>COMPETITORS</b>	
<b>Competitor's Name</b>	<b>Address</b>
Nikki's Events Management & Creative Media	Address: Plaridel Street   2009 Angeles City Contact Number: 09398683754
Events and Concepts by Voltaire Zalamea	Address: Pa-Pin Bldg., Marlim Ave., Diamond Subd., 2009 Angeles City Contact Number: 0917 813 9475
Alejandro's Garden	Address: Sta. Maria Avenue, Sta. Maria Village 2 Balibago   2009 Angeles City Contact Number: (045) 625 8090
CDC Wedding Coordinators and Special Events Planner	Address: 237 Mayflower St. Marisol Village, 2009 Angeles City Contact Number: 0915-643-9925
CREATIVE BLOOMS	Address: Princeton St. Marisol Subd., 2009 Angeles City Contact Number: 0905 337 5368

## I. SWOT Analysis

The following are the strengths, weaknesses, opportunities and threats of the business in terms of marketing function:

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>▪ Location - The business is strategically located in a highly urbanized area - nearby major commercial</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of Experience - Although, the management are young professionals without the hands-on</li> </ul>

<p>establishments which make it accessible to prospective customers.</p> <ul style="list-style-type: none"> <li>▪ Competent Management - The business venture is manned by young professionals duly equipped with knowledge and zest to impart their talents in the operations.</li> </ul>	<p>experience in running a business, the knowledge they possess and willingness to learn is a good avenue for a successful business venture.</p>
<p><b>OPPORTUNITIES</b></p>	<p><b>THREATS</b></p>
<ul style="list-style-type: none"> <li>▪ Special projects requested by clients</li> <li>▪ Meet potential clients at the event.</li> <li>▪ Advertise the company by giving out calling cards, flyers after the event</li> </ul>	<ul style="list-style-type: none"> <li>▪ Competition - This is a sunrise or booming business venture among young entrepreneurs. Mushrooming of same venture can be seen in the area which positions the business in a more competitive environment. In order to be able to have an immediate captive market and compete among competitors who are considered pioneers, lower pricing is a must.</li> </ul>

## **Production Aspects**

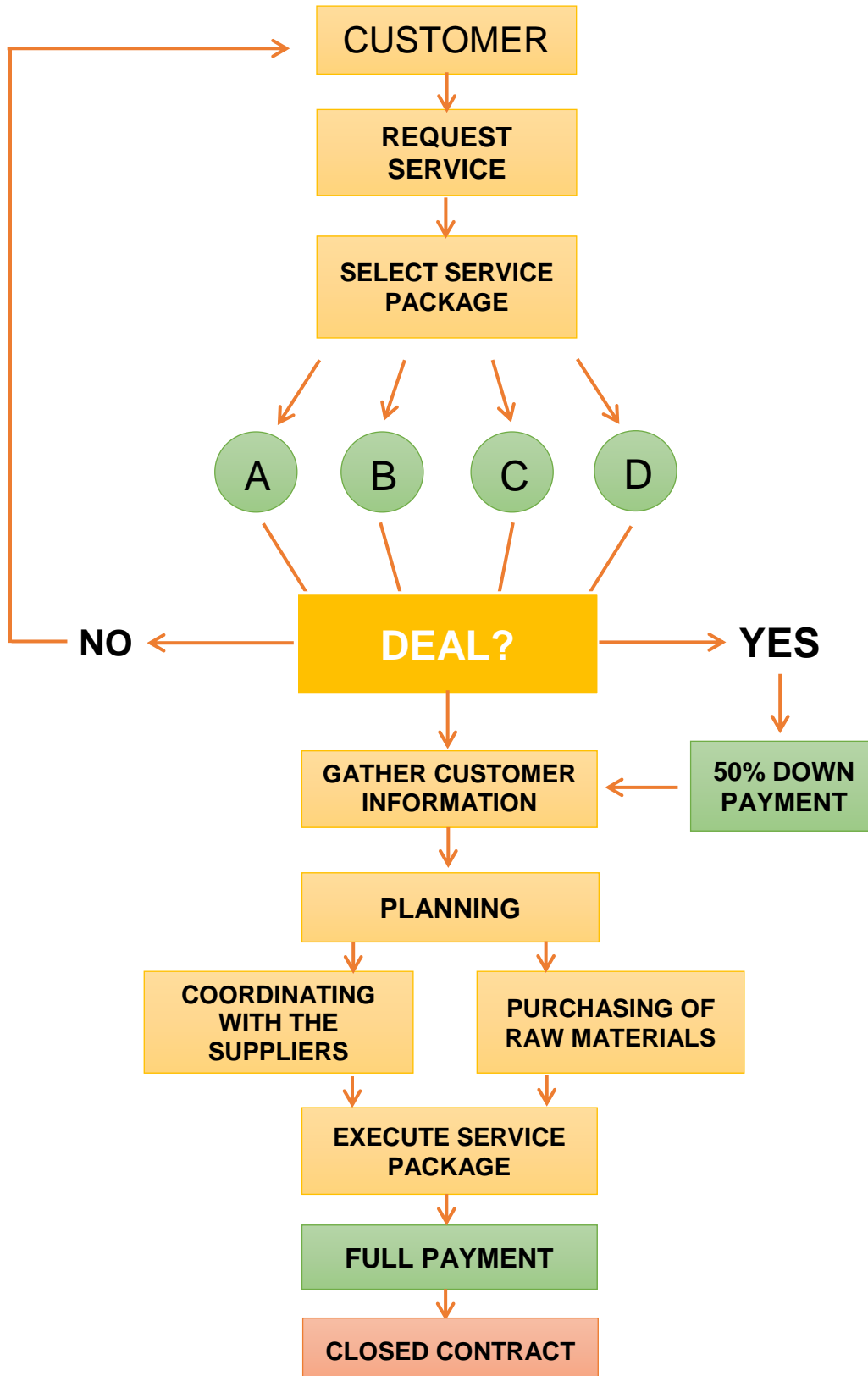
Tie-the-Knot's production is observed and managed by the owner to ensure standardization and quality of products and services that Tie-the-Knot offers. There will be a scheduled meeting with the founder of the Tie-the-knot and the employees at the headquarters. The employees will have a chance to brainstorm new ideas, innovate, and be updated with the latest trends in the market.

As part of development, Tie-the-knot ensures to give the best wedding event by providing trainings and workshops for the team to enhance their skills. In order to increase the team's productivity, Tie-the-knot evaluates their employees as individual and there will be an employee of the month, whom will receive a special incentive from the CEO. With this kind of recognition for the employees, it increases the productivity of the team and they're motivated to work as best as possible.

### **A. Production Process**

Tie-the-Knot's souvenirs, invitations, photo and video coverage and the wedding planning itself are the services and products that included in the production process.

Below is the flowchart of Production Process:



**Table:** Wedding Planning Process

<b>Wedding Planning Process</b>	
I. Initial Consultation	This process includes conversations explaining the packages available and discussing briefly what the client wants for the wedding.
II. Pre-Wedding	This process involves everything included in the day of coordination and other things such as managing budget, vendors, venues, wedding rehearsals, guest confirmations and all the small details that go into planning a wedding.
III. Wedding Day	Organizing of all events included in the wedding, from the groom, bride, photographers, lights and sound system, stage design and all other wedding rituals (grand entrance, first dance, cake cutting, garter toss, etc.)
IV. Wrapping Up	This process involves organizing gifts, editing photos and videos, printing out albums and last meeting with the client to give out products such as copies of photos and video and albums.

**Table:** Production Process of Invitations and Souvenirs

<b>Production Process (Invitations and Souvenirs)</b>	
I. Concept Planning	This is the stage of conceptualizing designs of the product. Concepts include motif, theme, color and budget.
II. Materials Allocation	This process involves coordinating with suppliers and purchasing of the raw materials needed
III. Designing	This stage is the execution of the concept planning.
IV. Quality Check	This process involves finalizing and inspection of the output to ensure quality and standardization of the products.

**Table:** Photo and Video Coverage

<b>Production Process (Photo and Video Coverage)</b>	
I. Pre-Production	This process will be done in the field; the photo and video shoots itself.
II. Production	Production process will include post processing, photo manipulation, layout and editing of photos and videos.

III. Post Production	This will be the rendering/printing stage. The final process that will take place.
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## **B. Planned Capacity**

Tie-the-Knot's equipment used will be maintained and cleaned before and after it will be used on a project. There will also be a quality inspection every three months to ensure the performance of the gears and equipment. Tie-the-Knot's gears will be upgraded once every other year, that includes replacement of equipment parts and for some instance, replacement of the whole gear. As technology has fast pace transition, our business' equipment should be up-to-date.

Ordering of raw materials is scheduled every 2 months and the quantity of items may change depending on the current number of stocks. As per office supplies, initial supplies bought will be good for at least two months. Buying of additional supplies will be bought after every month.

## **C. Location and Layout**

A 50-meter stall which will be divided into two parts: the receiving area and working area. The receiving area will be 40% of the 50-square meter shop. The receiving area will have different displays of sample designs Tie-the-Knot offers and it will also serve as the receiving and transaction area for customers and suppliers. The remaining 60% of the shop will be used as the working area to employees and will also serve as storage for equipment and materials used on making the products. See Appendix D for the floor plan and 3D model of the shop.

#### D. SWOT Analysis

The following are the strengths, weaknesses, opportunities and threats of the business in terms of production function:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Collaboration with other businesses</li> <li>▪ Creative concepts and unique ideas</li> <li>▪ Higher responsiveness to customer demands</li> </ul>	<ul style="list-style-type: none"> <li>▪ Malfunctioning of equipment.</li> <li>▪ Limited number of equipment</li> <li>▪ The business doesn't have specific collaborators</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Trainings and workshops for the employees</li> <li>▪ Widen knowledge of the latest technologies.</li> <li>▪ New product/services idea from the latest trends</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unexpected change in weather and natural disasters</li> <li>▪ Traffic jams</li> <li>▪ Undeliverable or delayed orders from the suppliers</li> <li>▪ Rapid growth of technologies</li> </ul>

## Financial Area

### A. Equipment

Equipment	Price	Qty	Source/Supplier
Mac Computer	Php 150,000.00	2	Power Mac Centre SM Pampanga <a href="http://www.powermaccenter.com">http://www.powermaccenter.com</a>
Mac Laptop	Php 64,990.00	1	Power Mac Centre SM Pampanga <a href="http://www.powermaccenter.com">http://www.powermaccenter.com</a>
Laser Printer	Php 4,999	1	Asianic Distributors Inc PH Tel: (048) 534-9872 <a href="http://www.asianic.com.ph/">www.asianic.com.ph/</a>
Inkjet Printer	Php 3,770	1	Asianic Distributors Inc PH Tel: (048) 534-9872 <a href="http://www.asianic.com.ph/">www.asianic.com.ph/</a>
DSLR Camera	Php 120,000	3	Asianic Distributors Inc PH Tel: (048) 534-9872 <a href="http://www.asianic.com.ph/">www.asianic.com.ph/</a>
Tripod	Php 10,000	2	Extreme Deals 0923-869-47-38 <a href="http://www.extremedeals.com.ph/">www.extremedeals.com.ph/</a>
Stabilizer	Php 13,500.00	2	Extreme Deals 0923-869-47-38 <a href="http://www.extremedeals.com.ph/">www.extremedeals.com.ph/</a>
Camera Slider	Php 10,586	1	Extreme Deals 0923-869-47-38 <a href="http://www.extremedeals.com.ph/">www.extremedeals.com.ph/</a>
Photobooth Stand	Php 9,000	1	Party City <a href="http://www.partycity.com">www.partycity.com</a>

Speed light Flash	Php 14,700.00	3	Extreme Deals 0923-869-47-38 www.extremedeals.com.ph/
Boom Micro- phone	Php 9,998	2	Extreme Deals 0923-869-47-38 www.extremedeals.com.ph/
Sound Mixer	Php 22,000	1	Audiophile Components Inc. Tel : 5596819-20 http://www.audio- phile.ph/
SRX Dual 15 speakers	Php 30,238	238	Enigma Technologies www.enigma-phil.com.ph/
SM 58 or audio Wired Vocal Mi- crophones	Php 1,598	2	Enigma Technologies www.enigma-phil.com.ph/
LED Par Light Ef- fects	Php12,900	4	Party City www.partycity.com
LED Par Lights and other Light effects	Php 6,000	6	Party City www.partycity.com
Fog Machine	Php 6,000	2	Party City www.partycity.com
<b>Total</b>	<b>Php 468,279.00</b>		

## B. Office Supplies/Raw Materials

Office Supplies	Quantity	Price
Specialty Paper	100 sheets	Php 950.00
Bond Paper	500 sheets	Php 114.00
Ribbons	1 roll	Php 55.00
Laces	1 roll	Php 68.00
Beads	1 pack	Php 8.00
Envelopes	20 pcs	Php 12.00
Spray Paint	12pcs/box	Php 1,024.00

Cork Bottle	1pc	Php 8.00
Glue Gun	1pc	Php 50.00
Glue Sticks	100 pcs	Php 120.00
Glue	1pc	Php 25.00
Scotch Tape	1pc	Php 12.00
Double Sided Tape	1pc	Php 15.00
Pencils and Pens	20 pcs	Php 105.00
Scissors	5 pcs	Php 50.00
Eraser	5 pcs	Php 18.00
<b>Total</b>		<b>Php 2,634.00</b>

### C. Furniture and Fixture

Furniture/Fixtures	Price	Qty	Source
Sofa	Php 27,972	3	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Counter	Php 6,200	1	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Long Table	Php 8,000	2	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Working Table	Php 3,000	1	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Glass Storage Cabinets	Php 4,899	2	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Glass Display Cabinets	Php 7,921	2	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com
Chairs	Php 5,600	8	Country Accents, Inc Mobile: (+63918) 985-9356 www.countryaccentsfurniture.com

<b>Total</b>	<b>Php 63,592.00</b>
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#### D. Marketing Budget

Tie-the-Knot's marketing budget will include monthly expenditures for radio advertisements, internet connection for online (social media) advertisements, and website maintenance. Printing, website domain name, web hosting and motorcade expenditures are included in the initial marketing costs.

**Table:** Monthly Expenditures

Monthly Expenditures	Cost
Internet Connection	1,200
Radio Advertisement	5,000
Website Maintenance	500
<b>Total</b>	<b>Php 6,700.00</b>

**Table:** One-Time Expenditures

One-Time Expenditures	Cost
Advertisement Prints (Tarpaulin, Fliers, Posters)	2,200
Motorcade	1,500
<b>Total</b>	<b>Php 3,700.00</b>

**Table:** Monthly Expenditures

Marketing Expenditures (Valid for 2 years)	Cost
Web Hosting	6,816
Domain Name	499
<b>Total</b>	<b>Php 7,315.00</b>

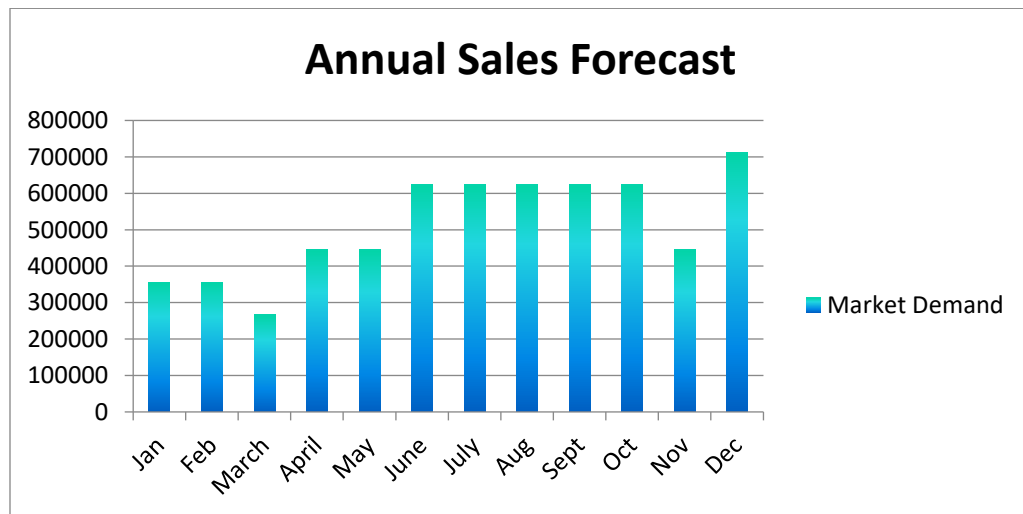
**Table:** Initial Marketing Expenditures

Initial Marketing Expenditures	Cost
Monthly	6,700
One-Time	3,700
2yrs Validation (for Business Website)	7,315
<b>Total</b>	<b>Php 17,715.00</b>

**E. Projected Income Statement/Sales Forecast**

There are months of the year that have less demand in wedding events. According to the website TheKnot.com, a leading Web-based wedding resource, in most parts of the country, June, August, September and October are the most popular months for weddings while January, February and March are the least popular months to get married. The month of December has also been gaining fast because of the holiday season. Below is a chart that will illustrate the annual sales forecast:

**Chart:** Annual Sales Forecast (Bar)



The table below outline the Annual Sales Forecast growth for three consecutive starting years of business.

**Table:** Three-Year Sales Forecast

PACKAGE	GRO WTH	YEAR 1	YEAR 2	YEAR 3
Intimate Wedding Package	10%	Php 1,485,000	Php 1,633,500	Php 1,796,850

Prime Wedding Package	10%	Php 885,000	Php 973,500	Php 1,070,850
Classic Wedding Package	10%	Php 1,335,000	Php 1,468,500	Php 1,615,350
Grand Wedding Package	10%	Php 1,935,000	Php 2,128,500	Php 2,341,350
Total	10%	Php 5,640,000	Php 12,408,000	Php 6,824,400

## F. SWOT Analysis

The following are the strengths, weaknesses, opportunities and threats of the business in terms of financial function:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ High quality products and services at affordable cost</li> <li>▪ Issuance of official receipts</li> <li>▪ No loan repayments</li> </ul>	<ul style="list-style-type: none"> <li>▪ High cost of equipment</li> <li>▪ Production costs may vary due to client's needs</li> <li>▪ Limited funds for advertising campaign</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Discount coupons for loyal clients</li> <li>▪ Profit margins will be good.</li> <li>▪ Sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased cost of raw materials</li> <li>▪ Demand for online payments</li> </ul>

### **III. PROBLEMS**

#### **Management/Organizational Area**

##### **1. Insufficient number of employees**

- Tie-the-Knot Wedding Planning Agency can only cater one event per day due to limited number of employees and labor force. Potential clients might be upset or disappointed if the date they wanted has already reserved which can lead to a negative feedback on the company.

##### **2. Direct competitors nearby the location who gain potential clients**

- Nowadays, the demand in wedding event agency is getting higher. The target market known as potential clients, look for the best agency that will cater the special event. Having competitors in the nearby location can be a hindrance in gaining clients. It can also lead to shift the clients' attraction to the competitors and make assumptions that they will offer a better service than Tie-the-Knot.

#### **Marketing Area**

##### **1. Lack of advertising campaign**

- Since the company is just starting, the company has only limited resources, lack of marketing strategies and insufficient funds to afford high-level of advertising.

##### **2. Cheaper prices offered by competitors**

- People are attracted first with the price before the quality of the product and/or service. Potential clients compare the pricing of different wedding event agencies

and the cheaper price offered have a high chance to be chosen by the client. This can also prevent the company to offer higher prices.

## **Production Area**

### **1. Malfunctioning software**

- Due to its high cost, the company doesn't have backup or alternative if there's a software malfunction.

### **2. Tie-the-Knot doesn't have specific collaborators and it can lead conflict to schedule.**

- Since the company doesn't have official collaborators, a problem in schedule may occur. If the collaborator already have a schedule on the date of an event, it will be difficult for the event coordinator to find alternative one.

## **Financial Area**

### **1. Investment is not enough to afford high cost equipment**

- Equipment like high-end computers, laser printer and digital camera are expensive and the business' capital is not enough to afford this equipment.

### **2. Production cost is unpredictable**

- The company wanted to provide the best wedding event to the client. The company believes that integrating client's ideas can make a wedding more successful. Since the clients' need may change, the production cost is unpredictable.

## IV. RECOMMENDATIONS

### Management/Organizational Area

#### 1. Maximize employees' skills by assigning multiple tasks

- Assign multiple tasks to each employee to maximize their skills and become an efficient and effective worker. It will be easier for the company to manage fewer people than hiring more employees. Moreover it will lessen the expenses.
- The company should consider the possible sourcing of additional workers in order to establish of at least two (2) events in a day to minimize the possible negative feedback of inefficiency of the business due to unsatisfied prospective customers. This alternative or contingent plan should always be readily available in order not to ensure the smooth flow of operations.

#### 2. Ask a Marketing Consultant on how to develop marketing strategies to improve the business.

- Marketing consultants have a wide knowledge in marketing a business and have a deeper understanding about competitive analysis. This will help the business find ways how to market the business, develop own marketing technique, introduce the company to masses and help implement these strategic marketing campaigns.
- In order to address the issue of competition which is inherent in every business venture, quality of service especially after sales output should always be of high standard with a reasonable pricing.

## **Marketing Area**

### **1. “Facebook Adverts” as a marketing tool on Facebook page.**

- Nowadays, internet became one of the most powerful tools as part of marketing strategy. Like the social media Facebook, it offers “Facebook Adverts” that allows a person to create a page for a business and advertise. It is fast and efficient way to reach the people who are likely to be the potential clients of the business.

- In view of lack of funds for better advertising campaign, a satisfied customer is the best source of advertising. Word-of-mouth advertising from previous customers whom they will become a good source of referrals is an excellent marketing tool. Thereby, an excellent service or output is the best tool to remain afloat in the business because of referrals of from previous satisfied customers.

### **2. The company will offer seasonal promos**

- The company will conduct a research about the industry and determine the strategies that the company will integrate in order to gain profit during off-seasons. In order to compete with competitors because of lower pricing, management should use indigenous materials which can be turned into a more elegant and classic output which is already a trend in the market in all aspect of business operations.

## **Production Area**

### **1. Maximize the use of internet and use open-source software instead of buying expensive software.**

- There are a lot of artists who share their work in the World Wide Web. Use the internet as a source of creative ideas because it can help innovate new product or services and inspire employees to work harder. There are also a lot of open source software on the Internet and can be downloaded for free. This will lessen the expenses on the production costs.
- Regular maintenance of equipment should be employed to avoid regular breakdown of equipment. Consider also the outsourcing of equipment – leasing of equipment which is being practiced by big companies. In case of major breakdown, immediate replacement or repair can be done. Moreover, updating of equipment can also be done immediately without the worry of huge cash outlay.

### **2. Establish a contract for collaborating business partners.**

- The official collaborator will sign a contract to make a legal statement that both parties agreed to the terms and conditions.

## **Financial Area**

### **1. Borrow equipment to other companies and look for sponsorships.**

- Sponsorships can help the business run the business even if the capital needed is not enough. Borrowing equipment can lessen the production cost. In order to avoid

material effect on cash flow on the volatility of prices of raw materials and production cost, a realistic percentage increase or buffer in cost should be tacked-in on the packages offered to customers. This will also minimize the possibility of operating on a net loss.

## **2. Invest cash in a bank that will serve as reserve funds.**

- Exceeding expenses over the capital is inevitable in a business, especially if it is just new in the industry. Before opening the business, deposit a reserve funds in the bank will save the company from borrowing funds and applying for loans, which will cost the company more and can lead to bankruptcy if not paid.

## V. PLAN OF ACTIONS

Considering the formulated recommendations to problems, Tie-the-Knot considers that cited alternatives and created specific action plans that will help in the business planning process. This will mitigate the worst scenarios and able to successfully operate a new venture composed of young entrepreneurs but full of zeal to succeed.

Table: Implementation of Recommendation

ACTIVITIES		START DATE	END DATE	BUDGET	PERSON IN-CHARGE
<b>Organization and Management Area</b>					
Recommendation 1: Maximize employees' potential skills by assigning multiple tasks					
1	Hire qualified employees that can handle multiple tasks.	JUNE 6, 2016	JUNE 10, 2016	Not Applicable	Owner
2	Assign tasks and other responsibilities to each employee	JULY 1, 2016		Not Applicable	
Recommendation 2: Ask a Marketing Consultant on how to develop marketing strategies to improve the business.					
1	Research for Marketing Consultants with at least 5 years of experience in the business	JULY 4, 2016		Not Applicable	Sales & Marketing Director
2	Contact the expert and make schedule for a meeting			Not Applicable	Sales & Marketing Director
3	Planning, research and discussion of the strategies.	JULY 7, 2016	JULY 9, 2016	Php 8,000.00	Owner, Sales & Marketing Director

4	Execution of the strategic marketing campaigns	JULY 11, 2016			Sales & Marketing Director
<b>Marketing Area</b>					
Recommendation 1: "Facebook Adverts" as a marketing tool on Facebook page.					
1	Create a Facebook business page	JUNE 29, 2016		Not Applicable	Sales & Marketing Director
2	Create goals for Facebook ads			Not Applicable	Owner, Sales & Marketing Director
3	Choose an objective for campaign	JUNE 30, 2016		Not Applicable	Director
4	Choose and customize target audience, ad budget and objective	JULY 1, 2016		Not Applicable	Sales & Marketing Director
5	Place the order, create a Facebook ads report			Php 1,000.00	Accountant, Sales & Marketing Director
Recommendation 2: The company will offer seasonal promos					
1	Research about the industry and the sales it generate per month	August 1, 2016	August 5, 2016	Not Applicable	Sales & Marketing Director
2	Determine which months that has low sales rate	August 6, 2016	August 7, 2016	Not Applicable	Owner, Sales & Marketing Director
3	Integrate promotional techniques and define the price for the seasonal promo	August 8, 2016		Php 50.00	Sales & Marketing Director, Production Team

Production Area					
Recommendation 1: Maximize the use of internet and use open-source software instead of buying expensive software.					
1	Conduct a research about wedding event agencies and invitations/souvenirs	JUNE 13, 2016	JUNE 15, 2016	Not Applicable	Design Team & Production Team
2	Identify the top creative ideas and save the images	JUNE 16, 2016		Not Applicable	Design Team
3	Print and pin the images in the "Inspiration Board" where employees can get inspired in creating designs and concepts.	JUNE 17, 2016		Php 150.00	Design Team
4	Identify and search for an open source software that will be needed in the production of the products/services.	JUNE 17, 2016		Not Applicable	Production Team
5	Download and install the software.	JUNE 18, 2016		Not Applicable	Production Team
Recommendation 2: Establish a contract for collaborating business partners.					
1	Research potential business partners.	JULY 13, 2016		Php 100.00	Finance Team
2	Prepare the contract				Owner & Finance Team

3	Signing of contract with the collaborators	JULY 18, 2016		Not Applicable	Owner
<b>Financial Area</b>					
Recommendation 1: Borrow equipment and/or look for sponsorships.					
1	Look for companies that can sponsor or lend equipment to the business.	JUNE 8, 2016	JUNE 10, 2016	Php 50.00	Production Team
2	Prepare the proposal	JUNE 11, 2016		Php 30.00	Owner, Sales & Marketing Director
3	Present the proposal to the company	JUNE 13, 2016		Not Applicable	Owner
Recommendation 2: Invest cash in a bank that will serve as reserve fund.					
1	Open a savings account for the funds of the company.	JUNE 3, 2016		Php 100,000.00	Owner & Finance Team
2	Deposit the cash in the account				

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APPENDIX A

Sample Invitations



**APPENDIX B**

## Detailed services

**Chart:** Detailed Services Offered (Table)

<b>Intimate Wedding Package (for first 40 guests/ excess PhP 400 per head)</b>	<b>Php 99,000</b>
<b>Food and Decoration</b>	
<ul style="list-style-type: none"> <li>• Welcome Treats: Pica-Pica as guests arrive at the venue</li> <li>• Full Course Buffet Menu with Free Flowing Drinks (Menu available upon request)</li> <li>• Personalized Labels for each dish</li> <li>• Use of complete sets of Dinnerware, Flatware and Glassware</li> <li>• Complete Table Setting with Table Numbers</li> <li>• Banquet chairs with seat covers and ribbon accents</li> <li>• Dressed Banquet Tables with Cloth Table Napkins</li> <li>• Special VIP Treatment Food Service for the Presidential Table</li> <li>• Professionally Trained Banquet Staffs in Uniform</li> <li>• Pair of Doves for Dove Release Tradition</li> <li>• Bottle of Wine for Wedding Toast</li> <li>• Red Carpet</li> </ul>	
Photo and Video Coverage with Pre-Nup Pictorial, Guestbook and Wedding Album	
<ul style="list-style-type: none"> <li>• Pre-Nuptial Pictorial or Engagement Session</li> <li>• 1 Professional Photographer with Digital SLR Camera</li> <li>• 1 Professional Videographer with HD Video DSLR Video Camera</li> <li>• Unlimited Shots in DVD</li> <li>• Edited DVD Mastered Video (20-30 mins Cinematic Highlights)</li> <li>• 5x7 Guestbook with Couple's Pre-Nuptial Pictures</li> <li>• 8x10 20 pages Digital Magnetic Album</li> <li>• Couple's Growing up AVP/ Then and Now Slideshow</li> <li>• 1 Minute SAVE THE DATE Video Teaser</li> </ul>	
Wedding Cake, Invitation and Give-Away	
<ul style="list-style-type: none"> <li>• 3 Layer Icing Wedding Cake</li> <li>• 30 pieces Wedding Invitations</li> <li>• 50 pieces Wedding Souvenirs</li> <li>• 3 hours Photo-booth with Props and Stop Time</li> </ul>	
Sound, Lights and Effects	
<ul style="list-style-type: none"> <li>• Soundcraft 8 channel Mixer</li> <li>• 2 Units SRX Dual 15 speakers</li> <li>• 2 units SM 58 or audio Wired Vocal Microphones</li> <li>• 4 LED Par Lights and other Light effects</li> <li>• Crew and Sound Technician</li> <li>• 4 LED Par Lights and other Light effects</li> </ul>	
Bridal Car	

<ul style="list-style-type: none"> <li>• 3 hours Bridal Car with Car Bouquet</li> <li>• Preparation to Church Reception</li> </ul> <p>Bridal Bouquet and Entourage Flowers</p> <ul style="list-style-type: none"> <li>• Elegant Bouquet for Bride</li> <li>• Corsages, Boutonnieres, Wristlets for Entourage</li> <li>• Baskets for Flower Girls – lose petals</li> </ul> <p>Hair and Make Up (Air-Brush)</p> <ul style="list-style-type: none"> <li>• Bride and Groom (If same preparation place)</li> <li>• Unlimited Retouch before Reception</li> </ul> <p>On the Day Coordination with Emcee</p> <ul style="list-style-type: none"> <li>• 1 Fun and Lively Emcee</li> <li>• 1 Coordinator From Preparation to Church to Reception</li> </ul> <p>FREEBIES</p> <ul style="list-style-type: none"> <li>• 2 Party Poppers</li> <li>• Sofa/Couch for the Couple</li> <li>• Basic Event Styling and Stage Design</li> <li>• LCD Projector with White Screen</li> <li>• Fog Machine Effect</li> <li>• Chocolate Fountain Station</li> </ul>
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<b>Prime Wedding Package (For First 50 guests/ Excess Php 300 per Head)</b>	<b>Php 59,000</b>
<p>Food and Decoration</p> <ul style="list-style-type: none"> <li>• Buffet Menu with Free Flowing Drinks (Menu Available upon Request)</li> <li>• Use of complete sets of Dinnerware, Flatware and Glassware</li> <li>• Complete Table Setting with Table Numbers</li> <li>• Monobloc Banquet Chairs with Seat Covers and Ribbon Accents</li> <li>• Dressed Banquet Tables with Cloth Table Napkins</li> <li>• Special VIP Treatment Food Service for the Presidential Table</li> <li>• Professionally Trained Banquet Staffs in Uniform</li> <li>• Pair of Doves for Dove Release Tradition</li> <li>• Bottle of Wine for Wedding Toast</li> <li>• Red Carpet</li> </ul> <p>Wedding Cake, Invitation and Give-Away</p> <ul style="list-style-type: none"> <li>• 2 Layer Icing Wedding Cake</li> <li>• 30 pieces Wedding Invitations</li> <li>• 40 pieces Wedding Souvenirs</li> <li>• 3 hours Photo-booth with Props and Stop Time</li> </ul> <p>Photo and Video Coverage (Preparation to Ceremony to Reception)</p> <ul style="list-style-type: none"> <li>• 1 Professional Photographer with Digital SLR Camera</li> <li>• 1 Professional Videographer with HD Video DSLR Video Camera</li> <li>• Unlimited Shots in DVD</li> <li>• Edited DVD Mastered Video (20-30 mins Cinematic Highlights)</li> </ul>	

<p><b>Sound, Lights and Effects</b></p> <ul style="list-style-type: none"> <li>• Soundcraft 8 channel Mixer</li> <li>• 2 Units SRX Dual 15 speakers</li> <li>• 2 units SM 58 or audio Wired Vocal Microphones</li> <li>• 4 LED Par Lights and other Light effects</li> <li>• Crew and Sound Technician</li> </ul> <p><b>Bridal Car</b></p> <ul style="list-style-type: none"> <li>• 3 hours Bridal Car with Car Bouquet</li> <li>• Preparation to Church Reception</li> </ul> <p><b>On the Day Coordination with Emcee</b></p> <ul style="list-style-type: none"> <li>• 1 Fun and Lively Emcee</li> <li>• 1 Coordinator From Church to Reception</li> </ul> <p><b>FREEBIES</b></p> <ul style="list-style-type: none"> <li>• 2 Party Poppers</li> <li>• Sofa/Couch for the Couple</li> <li>• Basic Event Styling and Stage Design</li> </ul> <p>LCD Projector with White Screen</p>
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<b>Classic Wedding Package</b> <b>(For first 80 guests / Excess Php350 per head)</b>	<b>Php 89,000</b>
<p><b>Food and Decoration</b></p> <ul style="list-style-type: none"> <li>• Full Course Buffet Menu with Free Flowing Drinks (Menu available upon request)</li> <li>• Personalized Labels for each dish</li> <li>• Use of complete sets of Dinnerware, Flatware and Glassware</li> <li>• Complete Table Setting with Table Numbers</li> <li>• Banquet chairs with seat covers and ribbon accents</li> <li>• Dressed Banquet Tables with Cloth Table Napkins</li> <li>• Special VIP Treatment Food Service for the Presidential Table</li> <li>• Professionally Trained Banquet Staffs in Uniform</li> <li>• Pair of Doves for Dove Release Tradition</li> <li>• Bottle of Wine for Wedding Toast</li> <li>• Red Carpet</li> </ul> <p><b>Wedding Cake, Invitation and Give-Away</b></p> <ul style="list-style-type: none"> <li>• 2 Layer Icing Wedding Cake</li> <li>• 40 pieces Wedding Invitations</li> <li>• 50 pieces Wedding Souvenirs</li> <li>• 3 hours Photo-booth with Props and Stop Time</li> </ul> <p><b>Photo and Video Coverage (Preparation to Ceremony to Reception)</b></p> <ul style="list-style-type: none"> <li>• 1 Professional Photographer with Digital SLR Camera</li> <li>• 1 Professional Videographer with HD Video DSLR Video Camera</li> <li>• Unlimited Shots in DVD</li> <li>• Edited DVD Mastered Video (20-30 mins Cinematic Highlights)</li> <li>• 8x10 20 pages Coffee Table Wedding Album</li> </ul>	

**Sound, Lights and Effects**

- Soundcraft 8 channel Mixer
- 2 Units SRX Dual 15 speakers
- 2 units SM 58 or audio Wired Vocal Microphones
- 4 LED Par Lights and other Light effects
- Crew and Sound Technician
- 2 LED Par Lights and other Light effects

**Bridal Car**

- 3 hours Bridal Car with Car Bouquet
- Preparation to Church Reception

**On the Day Coordination with Emcee**

- 1 Fun and Lively Emcee
- 2 Coordinators From Church to Reception

**FREEBIES**

- 2 Party Poppers
- Sofa/Couch for the Couple
- Basic Event Styling and Stage Design
- LCD Projector with White Screen

**Fog Machine Effect**

<b>Grand Wedding Package (for first 100 guests/ excess PHP 400 per head)</b>	<b>Php 129,000</b>
<p><b>Food and Decoration</b></p> <ul style="list-style-type: none"> <li>• Welcome Treats: Pica-Pica as guests arrive at the venue</li> <li>• Full Course Buffet Menu with Free Flowing Drinks (Menu available upon request)</li> <li>• Personalized Labels for each dish</li> <li>• Use of complete sets of Dinnerware, Flatware and Glassware</li> <li>• Complete Table Setting with Table Numbers</li> <li>• Banquet chairs with seat covers and ribbon accents</li> <li>• Dressed Banquet Tables with Cloth Table Napkins</li> <li>• Special VIP Treatment Food Service for the Presidential Table</li> <li>• Professionally Trained Banquet Staffs in Uniform</li> <li>• Pair of Doves for Dove Release Tradition</li> <li>• Bottle of Wine for Wedding Toast</li> <li>• Red Carpet</li> </ul> <p><b>Photo and Video Coverage with Pre-Nup Pictorial, Guestbook and Wedding Album (From Preparation to Ceremony to Reception)</b></p> <ul style="list-style-type: none"> <li>• Pre-Nuptial Pictorial or Engagement Session</li> <li>• 1 Professional Photographer with Digital SLR Camera</li> <li>• 1 Professional Videographer with HD Video DSLR Video Camera</li> <li>• Unlimited Shots in DVD</li> <li>• Edited DVD Mastered Video (20-30 mins Cinematic Highlights)</li> <li>• 5x7 Guestbook with Couple's Pre-Nuptial Pictures</li> </ul>	

- 8x10 20 pages Digital Magnetic Album
- Couple's Growing up AVP/ Then and Now Slideshow
- 1 Minute SAVE THE DATE Video Teaser

#### Wedding Cake, Invitation and Give-Away

- 3 Layer Icing Wedding Cake
- 40 pieces Wedding Invitations
- 50 pieces Wedding Souvenirs
- 3 hours Photo-booth with Props and Stop Time

#### Sound, Lights and Effects

- Soundcraft 8 channel Mixer
- 3 Units SRX Dual 15 speakers
- 2 units SM 58 or audio Wired Vocal Microphones
- 4 LED Par Lights and other Light effects
- Crew and Sound Technician
- 6 LED Par Lights and other Light effects

#### Bridal Car

- 3 hours Bridal Car with Car Bouquet
- Preparation to Church Reception

#### Bridal Bouquet and Entourage Flowers

- Elegant Bouquet for Bride
- Corsages, Boutonnieres, Wristlets for Entourage
- Baskets for Flower Girls – lose petals

#### Hair and Make Up (Traditional)

- Bride and Groom (If same preparation place)
- Unlimited Retouch before Reception

#### On the Day Coordination with Emcee

- 1 Fun and Lively Emcee
- 2 Coordinators From Preparation to Church to Reception

#### FREEBIES

- 2 Party Poppers
- Sofa/Couch for the Couple
- Basic Event Styling and Stage Design
- LCD Projector with White Screen
- Fog Machine Effect
- Chocolate Fountain Station

<b>Add-Ons:</b>	
Fog Machine	2,000
Chocolate Fountain Station	2,000
Welcome Treats: Pica-Pica as guests arrive at the venue	3,000
Wedding Ceremony/Reception Singer	2,000
Wedding Ceremony and Reception Singer	4,000
Pre-Nuptial Pictorial or Engagement Session	10,000

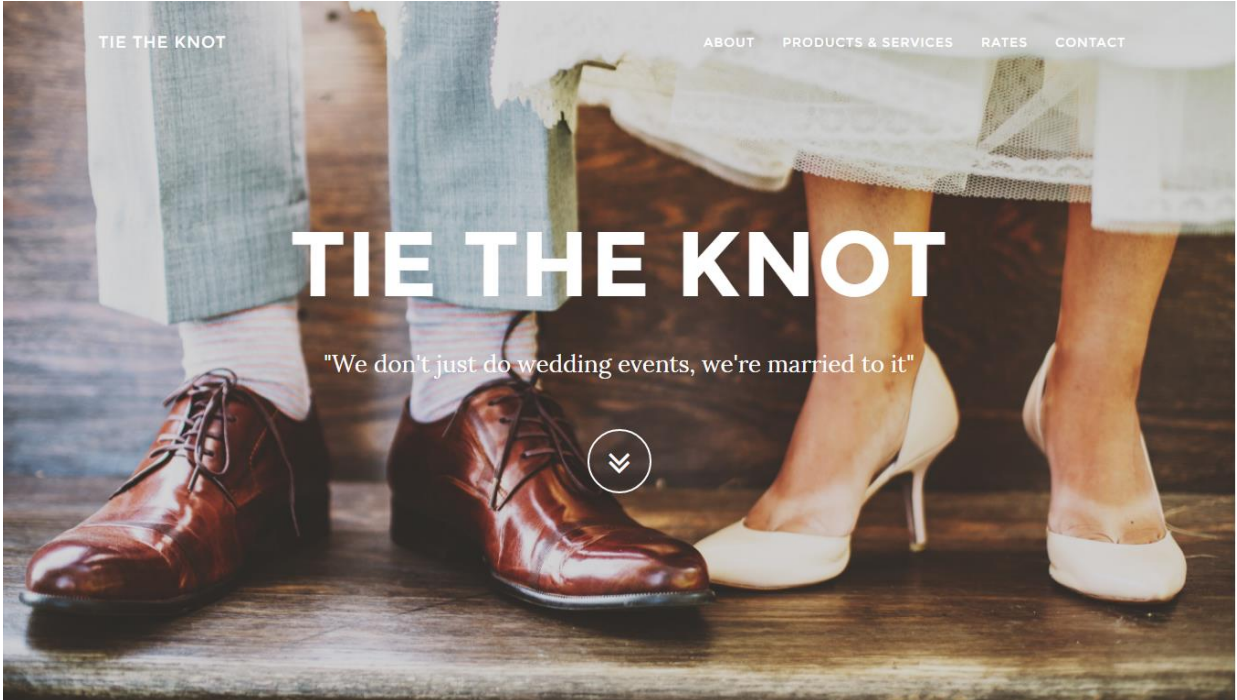
5x7 Guestbook with Couple's Pre-Nuptial Pictures	2,000
8x10 20 pages Digital Magnetic Album	8,000
8x10 20 pages Coffee Table Wedding Album	4,000
1 Minute SAVE THE DATE Video Teaser	1,500
Bridal Bouquet and Entourage Flowers	5,000
Same Day Edit Video or Onsite Wedding Video Highlights (3-5mins Wedding Highlights to be played during reception)	3,000

<b>Upgrades:</b>	
From Coffee Table Wedding Album to Digital Magnetic Album	+4,000
From Traditional Make up to Air-Brush Make-Up	+2,000

<b>Additional Services/Products:</b>	
Additional Invitations	n/a
Additional Souvenirs	n/a
Additional Hours for Photo-Booth (+ to succeeding hour)	+1,500
Additional Hours for Bridal Car (+ to succeeding hour)	+1,000
Additional Layer of Icing Wedding Cake	+1,000
Additional Emcee	+2,000

**APPENDIX C**

Website Design and Layout



TIE THE KNOT

ABOUT PRODUCTS & SERVICES RATES CONTACT

# TIE THE KNOT

"We don't just do wedding events, we're married to it"



## ABOUT TIE THE KNOT

Tie-the-Knot is an event planning agency specifically for wedding occasions. It offers planning services and products every wedding need. It is also partnered up with different businesses that will help provide customer's needs regarding their wedding whether it is a civil or a church kind of wedding.

Our mission is to provide our clients with the most amazing event planning and decoration services and promises to make any event their most memorable event. With a team of young, creative and dedicated professionals, we create brand new ideas that can be an edge with our competitor.

## PRODUCTS & SERVICES

We offer essential products and services needed on wedding events.  
Invitation and souvenir making is our main expertise.  
Our team is flexible with whatever the design the customer wants from vintage to modern designs.

[SEE SAMPLE WORKS](#)

## PACKAGES & RATES

We have four wedding packages you can choose with various products and services we offer



## CONTACT US

Feel free to email us for inquiries, suggestions and feedbacks

[tietheknotph@gmail.com](mailto:tietheknotph@gmail.com)

[TWITTER](#)

[FACEBOOK](#)

[GOOGLE+](#)

TIE THE KNOT

ABOUT PRODUCTS & SERVICES RATES CONTACT



MINIMALIST



MODERN



PASTEL



**Appendix D**

Map, Floor plan and 3D model

